



SPONSOR INFORMATION GUIDE

In the near future, **Brass in Blue** of the **United States Air Force Heartland of America Band** will perform in your community. This guide has been prepared to assist you in bringing this cultural event to as many people as possible.

As our sponsor, it is essential that you obtain the best possible concert site, inform the citizens in your area of the band's appearance, encourage them to attend, and maintain control of the free admission tickets.

We recognize the importance of your experience and knowledge. It is not our intention to dictate a specific promotional outline, but rather to suggest possibilities. This guide is designed to bring your ideas and ours together to insure a successful appearance by the **United States Air Force Heartland of America Band**. Questions not answered by this guide should be directed to:

Director of Operations
USAF Heartland of America Band
109 Washington Square, Suite 111
Offutt AFB NE 68113-2126
(402) 294 - 8192 FAX (402) 294 - 7427

PUBLIC SERVICE CONCERTS

These concerts are presented as a public service to the community **FREE OF CHARGE**. They are open to the general public regardless of race, color, or national origin.

AIR FORCE POLICY ON EXPENSES

Under the policy now in effect, the United States Air Force defrays all expenses incurred for travel including transportation, housing and meals. There is no fee for **Brass in Blue** of the **Heartland of America Band**.

Any other costs, such as auditorium rental, lighting, heating, printing of programs and tickets, publicity, janitorial fees and the cost of hiring union labor when required, are the responsibility of the local authorities or sponsor. Often, companies will donate these services in support of a free community event.

CONCERT SITES

To achieve maximum success, auditoriums are the optimal concert site. Ideally, the auditorium should seat at least **300**, with a stage providing a performing area **30** feet wide by **25** feet deep.

The auditorium should have a permanent stage, although gymnasiums or auditoriums with portable stages will be considered. Concert sites with a smaller performing area will also be considered.

Auditoriums are often scheduled a year in advance; consequently, it is important that the site be reserved as soon as possible.

PHYSICAL REQUIREMENTS

1. A well lit performance area.
2. A person present, with keys, when we arrive to set up who can unlock the various areas. A stage manager who can run the lights is often the best choice.
3. Two dressing rooms: one large room for 12 men, and one small room for 4 women.

PRINTED PROGRAMS

Printing a quality program is the responsibility of the sponsor. An electronic (.pdf format) program will be emailed to you when the program is finalized (approximately 2 to 3 weeks prior to the concert). Our current personnel roster and concert program will be included in the email.

TICKETS

1. It is imperative that sponsors print tickets for each concert.
2. **DO NOT** number tickets.
3. Print and distribute 1/3 more tickets than auditorium seats (we know from experience that overbooking assures a full house).
4. Use a request-by-mail or distribute from a central point.
5. Limit tickets to 4 per request so none are wasted or unused.
6. Keep track of large blocks of tickets given out, as unused tickets can be redistributed.
7. Answer all write-in requests with either a ticket or a letter of regret stating that the supply has run out and that they can still attend if seats are available at concert time.
8. The following should be printed on tickets in small print:

**Ticket holders are requested to be seated by 7:15 PM
Doors will be opened to the general public at 7:20 PM**

(FOR A 7:30 PM CONCERT)

PROMOTING THE CONCERT

Your importance as a sponsor cannot be overemphasized. In addition to making arrangements for the auditorium, programs, and tickets, the sponsor has a great responsibility in promoting the concert. Telling everybody in your community that **Brass in Blue** will perform is not going to be easy. Newspapers, television and radio stations, etc., should be contacted for their support.

PLEASE PRESENT FIVE (5) COPIES OF ALL PUBLICITY (INCLUDE ADS, PROGRAMS, AND TICKETS) TO THE OPERATIONS REPRESENTATIVE AT THE CONCERT. ALL FOLLOW-UP PUBLICITY SHOULD BE MAILED TO:

**Director of Publicity
USAF Heartland of America Band
109 Washington Square, Suite 111
Offutt AFB NE 68113-2126**

MATERIALS ENCLOSED

The promotional materials you receive are designed to save you time and trouble. They are general in nature. We believe the best system is to supply you with the facts and let you adapt them to your local area. More materials are available if you need them.

PROMOTION

The **United States Air Force Heartland of America Band** concerts have always been successful when all the local media assisted in the promotion.

Newspapers are a most effective way of informing the public of the concert. Newspaper sponsors have provided this service in the past and make excellent co-sponsors. At other times, concert sponsors have been successful in getting local merchants or service clubs to sponsor these ads. Local merchants may state that the ad was paid as a community service. However, it must not give the impression that the Air Force endorses their business.

It is strongly recommended that at least one full-page ad be used to begin your newspaper campaign. Sunday supplements are widely read and a picture story just before the concert will provide an excellent opportunity for many to learn of the concert.

A television promotion campaign is every bit as effective as a newspaper campaign if similar guidelines are used. Advertisements should be timed to occur during prime viewing times and often enough that there will be a significant impact. Radio news releases can be integrated with television spots and are considered to be public service announcements.

A sample outline is enclosed at the end of this booklet which you can adapt to your promotional campaign. It is sized to copy and/or place on bulletin boards for continued reference. This is our idea of a perfect promotional program and we realize that your budget will determine the extent to which you follow our suggestions. Please remember, publicity is the most important aspect of making the concert a success, and a standing room only audience is a sure sign that we are beginning a successful evening.

(PLEASE REFER TO PUBLICITY SCHEDULE)

As you can see, there should be a heavy saturation of publicity for the concert. If you follow this schedule, a full house is virtually guaranteed.

In the past, some concert sponsors have been concerned with having to turn people away because all the tickets are gone several days before the concert. They have, in the last few days, relaxed their efforts to attract people to the concert. When this has happened, many seats were unoccupied at concert time. Interest must be maintained through the day of the concert to ensure every seat is filled.

We appreciate being kept informed of your promotional efforts.

MISCELLANEOUS

1. **USHERS:** While seating will be on a non-reserved basis, sponsors should provide people to collect tickets and distribute programs. Local Scout Troops and Jr. ROTC units can fulfill their community service requirements this way.
2. **RESERVED SECTION FOR SPECIAL GUESTS:** We encourage you designate a special section of reserved seating for certain dignitaries (i.e. Mayor, Senator, military members). Remember, the larger the section, the more difficult it is to control.
3. **INTRODUCTION OF THE BAND:** Since the band has a special opening production there will be no requirement for an introduction by a local personality. However, if you or a local official wishes to introduce the band, let us know before the concert begins and we will be happy to arrange it.
4. **PRESENTATION:** The band would like to present a personalized, framed picture of the band to you, the sponsor(s). Please let us know the names and titles of the people to receive pictures so that we may present them during the concert as a public thank you.
5. **PHOTOGRAPHS:** We encourage you to take photographs of the band during performances. We would appreciate copies (preferably in digital format) of any pictures that are taken.

Thank you, our success is your success!

Putting together a concert is a tough job and your efforts are greatly appreciated. Thank you in advance for all your hard work. If you have any problems or questions, feel free to contact us. We hope this guide will help you to make the concert and your sponsor experience a rousing success!

PUBLICITY SCHEDULE

TARGET DATE	PUBLICITY STEP
3 WEEKS PRIOR TO CONCERT	Full-page ad with pictures and a ticket coupon stating that there will be a concert by the United States Air Force Heartland of America Band in your community, giving the time, location, the fact that admission is free, how many tickets may be obtained, etc.
2 WEEKS PRIOR TO CONCERT	Two general announcements stating that there will be a concert by the United States Air Force Heartland of America Band , including information used in the full page ad. Include a coupon for ticket requests and, if possible, pictures.
1 WEEK PRIOR TO CONCERT	Newspaper feature story with updated ticket information and photo. Say it is too late for write-in ticket requests. Indicate address and phone number of ticket control center where tickets may be picked up if there are any.
5 DAYS PRIOR TO CONCERT	Feature story on the band and ad on entertainment page. Photo.
3 DAYS PRIOR TO CONCERT	Feature story on the band and ad on entertainment page. Story on past appearance of the band (if applicable).
2 DAYS PRIOR TO CONCERT	Picture and feature story on Commander/Conductor, plus ad on entertainment page.
1 DAY PRIOR TO CONCERT	List any pertinent highlights. Stress that this is a free admission cultural event presented by the United States Air Force through local sponsors. Give all details again. Use pictures and run an ad on the entertainment page with information for picking up tickets in person.
DAY OF CONCERT	General news story stressing the concert is free. If concert is “sold-out,” stress open admission for available seating ten minutes prior to concert:

“Although no tickets are left for the free concert tonight at (auditorium) sponsored by (sponsor), music fans who did not get tickets may still have a chance of being admitted by being at the auditorium at 7:20 PM (if concert time is other than 7:30 PM, then ten minutes prior). If there are any vacant seats at that time, people will be admitted without tickets.”